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(54) Title: HAIR TREATMENT COMPOSITION

(57) Abstract: Hair treatment compositions comprise an aqueous dispersion of water insoluble composite particles, the particles comprising: i) a clay with a net surface charge, ii) a charged organic molecule comprising at least 6 carbon atoms iii) a water insoluble hair benefit agent which is immiscible with the charged organic molecule, wherein the charge on the charged organic molecule is opposite to the net surface charge of the clay, the hair treatment composition further comprising one or more suitable hair treatment ingredients in a compatible aqueous carrier. The compositions provide enhanced deposition of hair benefit agent onto hair and scalp. Methods of preparation of the composite particles are disclosed.

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